# Social Media Spec Sheet for 2019

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|---|---|
| Facebook profile picture size | 180 x 180 |
| Facebook cover photo size | 851 x 315 |
| Facebook link image size | 1200 x 628 |
| Facebook image post size | 1200 x 900 |
| Facebook highlighted image size | 1200 x 717 |
| Facebook event image size | 1920 x 1080 |
| Facebook video size | 1280 x 720 |
| Maximum Facebook video length | 240 minutes |
| Facebook ad size | 1280 x 628 |
| Facebook video ad size | 1280 x 720 |
| Facebook Story ad size | 1080 x 1920 |

| | |
|---|---|
| Instagram profile picture size | 180 x 180 |
| Instagram square photo size | 1080 x 1080 |
| Instagram landscape photo size | 1080 x 566 |
| Instagram portrait photo size | 1080 x 1350 |
| Instagram Stories size | 1080 x 1920 |
| Minimum Instagram square video size | 600 x 600 |
| Minimum Instagram landscape video size | 600 x 315 |
| Minimum Instagram portrait video size | 600 x 750 |
| Maximum Instagram video length | 60 seconds |
| Minimum Instagram image ad size | 500 pixels wide |

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|---|---|
| Twitter profile picture size | 150 x 150 |
| Twitter header size | 1500 x 500 |
| Twitter post image size | 1024 x 512 |
| Twitter card image size | 1200 x 628 |
| Twitter square video size | 720 x 720 |
| Twitter landscape video size | 1280 x 720 |
| Twitter portrait video size | 720 x 1280 |
| Maximum Twitter video length | 140 seconds |
| Twitter ad size (image) | 1200 x 675 |
| Twitter ad size (square video) | 720 x 720 |
| Twitter ad size (landscape video) | 1280 x 720 |
| Twitter ad size (portrait video) | 720 x 1280 |

Company page

| | |
|---|---|
| LinkedIn company logo size | 300 x 300 |
| LinkedIn cover photo size | 1536 x 768 |
| Dynamic Ads size | 100 x 100 (company logo) |
| Sponsored Content image size | 1200 x 628 |

Personal page

| | |
|---|---|
| LinkedIn profile picture size | 400 x 400 |
| LinkedIn background photo size | 1584 x 396 |
| LinkedIn post image desktop size | 1200 x 1200 |
| LinkedIn post image mobile size | 1200 x 628 |
| LinkedIn link post size | 1200 x 628 |
| LinkedIn minimum video size | 256 x 144 |
| LinkedIn maximum video size | 4096 x 2304 |
| Maximum LinkedIn video length | 10 minutes |

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